

Message Text

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PAGE 01 MANILA 01191 280540Z

15

ACTION COME-00

INFO OCT-01 EA-10 ISO-00 EB-07 USIA-15 RSC-01 /034 W

----- 059299

R 280401Z JAN 75

FM AMEMBASSY MANILA

TO SECSTATE WASHDC 0150

INFO AMEMBASSY SEOUL

AMEMBASSY TAIPEI

AMCONSULGEN HONG KONG

UNCLAS MANILA 1191

E.O. 11652: N/A

TAGS: BEXP, RP

SUBJ: POLLUTION CONTROL CATALOG SHOW: PRELIMINARY REPORT

1. POLLUTION CONTROL CATALOG HELD IN EMBASSY BALLROOM
MANILA FROM JAN. 24-24#, CONTAINED CATALOGS OF 176 U.S.
FIRMS. NUMBER OF VISITORS FROM MONDAY THROUGH FRIDAY
WERE 340, 350, 100, 77, AND 112 RESPECTIVELY, FOR
TOTAL OF 979.

2. OF VISITORS, 758 REGISTERED. OF 758, 63 WERE
STUDENTS. EXCLUDING STUDENTS, NUMBER OF REGISTERED
BUSINESS AND GOVERNMENT ATTENDEES WAS 695, OF WHOM
581 REQUESTED MATERIALS FROM ONE OR MORE U.S. COMPANIES.
VISITORS TO SHOW INCLUDED HEAD OF NATIONAL WATER AND
AIR POLLUTION CONTROL COMMISSION, TO WHOM SET OF
CATALOGUES WAS GIVEN FOLLOWING SHOW.

3. RESPONSE TO SHOW FAR EXCEEDED EXPECTATIONS. THIS
REFLECTS: A) GROUNDWORK LAID BY 1972 POLLUTION CONTROL
CATALOG SHOW; B) EFFECTIVE PROMOTION, WITH STRONG
ASSIST FROM USIS WITH ITS EXCELLENT PRESS PLACEMENTS,
TELEVISION COVERAGE, AND ATTRACTIVE BROCHURES AND
OTHER VISUAL PROMOTIONAL MATERIAL; C) BUSINESS RECOGNITION
OF INCREASING GOVERNMENT INTENT TO TAKE ENFORCEMENT
MEASURES IN POLLUTION CONTROL AREA.

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4. HEAVY ATTENDANCE BY FIRST-CLASS SALES PROSPECTS

POINTS UP DESIRABILITY, FOR FUTURE SHOWS, OF ATTENDANCE
THROUGHOUT WEEK BY VISITING EXPERT. DR. SKRINDE'S
PRESENCE WAS LONG ENOUGH TO STIMULATE ATTENDANCE,
BUT UNFORTUNATELY TOO SHORT TO DEAL WITH THE NUMEROUS
BUSINESSMEN LOOKING FOR GUIDANCE ON SPECIFIC MATTERS
RELATED TO THEIR PLANNED PURCHASES OF POLLUTION
CONTROL EQUIPMENT.
SULLIVAN

NOTE BY OC/T: (#)AS RECEIVED.

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NNN

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